



8/26/23 | Minutes

Alumni Board of Directors New Member Retreat

- I. 8:30 - 9:30AM New member orientation (EC)
 - Welcome and Introductions
 - EC introduced themselves along with Allyson, Kate, and Kathleen Pine (SAA Chair)
 - Alumni Board of Directors Overview
 - Who we are and what our role is — Christopher discussed overall board duties
 - Expectations
 - Ashley discussed giving; Justin spoke on board involvement (attending events, interacting with students, etc)
 - Task Forces (overview of each task force, their roles) discussed by Ashlyn
 - Allyson went over the current Alumni & Constituent Engagement Staff
 - Questions
- II. 9:00AM Coffee & light refreshments set
- III. 9:30AM Arrival for board meeting; Coffee & Networking

Alumni Board of Directors Retreat and Quarterly Meeting

- IV. 9:15 - 10:20AM Headshots
- V. 10:00AM Allyson welcomes. Agenda for the day. Transition to group photo.
- VI. 10:40AM Recognition of new members. Recognition of new EC/Chair.
- VII. 10:45AM Christopher - welcomed the board and vision cast
 - A. Vision for his 2-year term is “FOR” (For the students, for each other, for UWG) and being 1% better in everything we do
- VIII. 11:00AM Dr. Brunen/Allyson - Alumni & Advancement Updates
 - **Dr. Brunen:** Spoke on importance of task forces, what other UWG boards are doing, creation of the Research Corporation, quiet phase of



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fundraising campaign, new science and mathematics college opening in Fall 2024

- **Allyson:** Shared how board members have already been involved (event volunteering, internship opportunities, Christopher connecting Dean Johnson to Marcus Foundation)
- **Heather:** 88% of board gave financially last year, Legacy Scholarship distributed to 5 students instead of 2, discussion of minimum giving requirement
- **Kate:** Gave an update on the mentorship program, number of students enrolled (115), alumni enrolled (65), asked board members to sign up; gave an update on Student Alumni Association (SAA)

IX. 11:30AM - 12:30PM Lunch & Learn with Dr. Kelly

- 11:30 Get food
- 11:45 Dr. Kelly
 - Spoke on how university is creating easier processes from enrolling all the way to graduation
 - Revealed that a 10-year plan (ending 2033) is underway and will include institutional partnerships, degree offerings, connections with businesses/partners
 - UWG has partnered with Great Point Studios in Douglas County to provide learning opportunities
 - Dual-enrollment partnership with Douglas County has begun
 - UWG is investing in a historic precinct to curate UWG history
 - FY 2023 was the highest fundraising year in UWG history
- 12:05 Q&A
 - How are we marketing to high schoolers? - Crawford Strategy has aided in this with billboards in key markets. Meetings with principals and superintendents are happening.
 - How are we preparing for the enrollment cliff? - Dual-enrollment with Carroll and Douglas Counties with Coweta coming; expanding adult learning opportunities.
 - How does financial aid communicate with accepted students? - Financial aid proactively reaches out and is investing in a more “concierge service” plan for individual situations.



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- How is UWG engaging Greek Life? - Almost every home in Greek Village has been renovated. Assisting Greek organizations in their own outreach efforts to gain new members. A new director of Greek Life with a proven track record is joining the university.
 - What was the strategy behind new UWG signage? - Designed and installed by DeNyse Signs; more signage to come.
 - Where do funds with the upcoming financial campaign go if certain milestones aren't reached? - Donors ultimately decide. If some milestones aren't reached, certain programs won't happen.
- X. 12:30PM-1:00 pm Jason Carmichael updates
- A. Athletics is actively recruiting
 - B. New opportunities for athletes to ensure they're "ready to launch" at graduation are being developed (resume workshops, internships, networking, etc).
 - C. Student-athlete scholarships are needed to ensure these students won't need to supplement their financial aid.
 - D. Number of donors year-over-year up 120%; 81% increase in number of gifts.
 - E. West Commons now provides a "fueling station" that focuses on proper macros and nutrition for athletes. Providing a meal plan for student athletes is a future goal.
- XI. 1:00 Closing business
- Each EC member report-out
 - Vice Chair: Resources- use your business cards, take swag
 - Secretary/Treasurer: Share about A Day, keep the team updated if you are unable to attend meetings, put meeting dates from the magnet on your calendar, note additional meeting date
 - Task Force Liaison: Meetings outside of board meetings, goal setting for each task force, looping in staff to any meetings with other UWG staff
 - Kate closing remarks
 - Will provide links to board members (Google Drive, GroupMe)
 - Board members to receive football tickets for Nov. 4 game
 - Spoke on upcoming event with Nancy Richards Farese.



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- Announced homecoming theme, dates, and events. A homecoming email will be sent in the near future.
- XII. 1:15-2:00 pm Task Forces
 - 1:15 instructions
 - 1:20 meet with first task force
 - 1:40 meet with second task force
- XIII. 2:00 Tour/Board Networking